

QUALIFICATIONS AND ELEMENTS OF VERIFONE TRANSPORTATION SYSTEMS' IN-TAXI CREDIT CARD SOLUTION FOR CITY OF INDIANAPOLIS

A formal response to

**Request for Qualifications
for
Mobile Credit Card Processing Terminals for Use in Taxis
for the
City of Indianapolis
Department of Code Enforcement
Bureau of Licensing and Permit Services**

Submitted To:

Robert Laughlin, Contract Manager
Department of Code Enforcement

Date: May 19, 2011

Submitted By:



Jeff Karasyk
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Executive Summary

VeriFone is very interested in providing the assistance you seek to define the taxi solution that will offer the best service and features for regulators, operators and the riding public in the Indianapolis.

In this respect, as we provide information on our technical solution through this RFQ response, it's also our objective to provide you with a comprehensive view of the tenets that guide our company, our technology philosophy, support systems, and ultimately the techniques that we recommend are used to ensure that the resulting solution implementation is well managed and sustainable in the future. This includes the identification of challenges like technology acceptance, political considerations, and training effectiveness that we have overcome as we've implemented similar solutions. All of these factors will be important drivers for the successful application of the taxi technology solutions you are contemplating.

As you review the information we've provided, we offer for your consideration the fact that within our industry, VTS is the market leader, and the original designer and implementer of the in Taxi credit card acceptance and Passenger Information Monitor(PIM). This claim is clearly demonstrated by the fact that VTS has been directly involved, or exclusively involved in the deployment of every similar system, on this scale, deployed within the United States to date. Our experience includes many "first to market" examples and pilot programs, including the first pilot program for wireless credit card acceptance in the world – New York City, 2001. This project involved the NYTLC, TaxiTronic (our predecessor), Visa, MasterCard, and American Express, and this beginning lead to numerous technology refinements and system deployments within the last decade that include:

- ❖ In Philadelphia, VeriFone Transportation Systems was the sole awarded contractor for the installation of taxi automation systems for all medallion licensed taxi and dispatch operations. The solution delivered includes automated taximeters, driver touch-screen information displays for dispatch and real-time GPS navigation, real-time GPS positioning, automated trip-log recording, real-time messaging, and passenger payment acceptance for private debit cards, PIN-based debit cards, and all major credit cards. This project also included dispatch automation servers, workstations, and back-end data center management, including transaction gateway services for each taxi dispatch firm within the city. This project was successfully completed in 2007 and in operation today.
- ❖ In New York, VeriFone Transportation Systems was one of four automation firms originally certified as authorized suppliers for the New York Taxicab Technology Enhancements Initiative (RFP PIN: 5P00198). This solution, by far the most comprehensive ever within the medallion taxi industry consisted of (in summary), automated meters, driver mobile display terminals, real-time GPS tracking, automated trip log reporting, automated toll processing, regulatory exception reporting, passenger information monitors with real-time content and public service announcements, and payment acceptance for PIN-based debit cards, and all major credit cards.

The New York system also requires the provisioning of gateway transaction processing, data warehousing, redundant data centers, communications provisioning, and the

delivery of remote management tools for all taxi operators and the NY TLC – all of which have been delivered ahead of contract schedule by VeriFone Transportation Systems.

After certification in New York, one of the four original approved companies subsequently failed to meet contract requirements, and today there are now only two supporting vendors in New York. We believe that it is important to note that despite the fact that our solution represents a more expensive choice for taxi owners (who in NY are not reimbursed at any level for these mandated purchases), that we control the market share for this initiative by a significant margin. We believe this is a strong supporting testament to the quality of our product, the features and benefits that our system delivers to taxi owners, and the commitment of our customer service and technical support teams to operators of all sizes.

- ❖ In San Francisco, VeriFone Transportation Systems was awarded as a contractor for the installation of taxi automation systems and the custom development of interfaces to integrate our in-taxi payment technologies with the Debit Card Central System (DCCS), for the San Francisco Municipal Transit Agency's Paratransit system managed by Veolia transportation.

These are just a few examples of our experience. However, as you consider this initiative, please feel free to inquire about capabilities, functions, and recommendations available through VTS in any of our core market areas:

- In Taxi Credit and Debit Card Acceptance Technology.
- Automatic Vehicle Location Reporting (GPS).
- State-of-the-Art Mobile Passenger Information Systems (including Advertising supported implementations).
- Emergency response text messaging and alerts (bulk text message delivery by geography, range of taxis, or all taxi's within the region).
- Fleet Management Systems that integrate with automated taxi equipment.
- Taxi Automation Component Design and Manufacturing.
- Taxi Systems Installation, Maintenance, and Support programs.
- Mobile Fare Collection Systems.
- Fleet Management Systems.
- Computerized Taximeters (and interfaces to most all current generation taximeters – Regardless of manufacturer).
- Communications Systems, including real-time automated dispatch and text messaging.
- Driver and Passenger Safety / Accessibility Systems.

The balance of this document provides specific answers to address each of your questions.

Introduction

We appreciate the opportunity to provide important information that will assist the City of Indianapolis Department of Code Enforcement Bureau of Licensing and Permit Services (Code Enforcement) in providing a proven industry tested, technically advanced system for taxi cabs to accept credit card payments wirelessly.

We recognize the complexity of your initiative and the importance of defining the right architecture and framework for the operation and sustainment of the technology you seek before you can make a tangible decision regarding implementation. In this regard, we encourage the Indianapolis Department of Code Enforcement Bureau of Licensing and Permit Services to leverage VeriFone Transportation System's vast experience in developing, patenting, designing, and deploying similar taxi enhancement solutions for other Government's, Taxi Industry Business Owners, and the riding public in New York, Philadelphia, Boston, San Francisco, Las Vegas, Chicago and other prominent municipalities. It is a matter of fact that VeriFone Transportation Systems has been directly involved, in the design and deployment of every major system of a similar nature deployed within the United States to date.

VeriFone Transportation Systems, Inc. is owned by VeriFone Holdings, LLC. The organization originally formed as a Joint Venture Corporation between TaxiTronic, a New York Corporation, and VeriFone in 2006 for the purpose of implementing the New York Taxi Technology Initiative Contract - 5P00198. Despite the fact that VeriFone Holdings now owns the prior JV Corporation, it is important to note that the TaxiTronic personnel, the original innovators of this type of technology, are still with, and are central to the operation of VeriFone Transportation Systems.

In addressing your Request for Qualifications, we have provided comprehensive responses to all of your requests that address not only our capabilities, but also the insights we've gained over the last 25 years while playing a central role in defining and creating the taxi automation industry. Beyond this response, we would encourage the Code Enforcement to reach out to VeriFone Transportation Systems for any clarifications, or additional information requests that you may develop as you consider all of the responses you've received. We will be pleased to address any such subsequent requests as you develop your intended strategy and implementation.

To support the Code Enforcement throughout this process, I will be your primary point of contact – my contact information is provided in my signature block below.

The VeriFone team looks forward to providing all of the assistance we can as you develop this important initiative for the City of Indianapolis Taxi Industry and City of Indianapolis Department of Code Enforcement Bureau of Licensing and Permit Services.

Sincerely,

Jeffrey Karasyk

Jeffrey Karasyk
Vice President – Sales & Marketing
VeriFone Transportation Systems, Inc.

Section 1.0 Transmittal Letter

- **VeriFone Transportation Systems Response:**

Please see attachment A Transmittal letter for original copy of letter. A signed electronic version was emailed to Mr. Robert Laughlin Contract Manager for the RFQ Mobile Credit Card Processing Terminals for Use in Taxis for the City of Indianapolis Department of Code Enforcement Bureau of Licensing and Permit Services

Section 2.0 Company Background and Team Arrangement

- **VeriFone Transportation Systems Response:**

We appreciate the opportunity to provide important information that will assist the City of Indianapolis Department of Code Enforcement Bureau of Licensing and Permit Services (Code Enforcement) in providing a proven industry tested, technically advance system for taxi cabs to accept credit card payments wirelessly.

VeriFone's taxi solutions are designed to address the needs of taxi businesses of any size. Providing automated solutions for in-vehicle efficiency and fleet management is how VeriFone makes a difference for taxi fleets around the world.

VeriFone provides integrated solutions that help fleet owners become efficient operators with systems that connect in-cab equipment with fleet management. Secure card payment, navigation and dispatch equipment unites with the fleet office giving you a total view of revenues, fleet efficiency and vehicle operation. Plus, VeriFone can recommend ways to maximize each cab's revenue with paid digital advertising that also entertain passengers with news, ads or other content.

VeriFone transportation expertise can help you implement the right strategy for your success. With the right equipment, software and reporting you can make better decisions and meet your profit goals.

Company name and business address (Include any regional offices and/or headquarters);

- **VeriFone Transportation Systems Response:**

- **CORPORATE HEADQUARTERS**

VeriFone Systems, Inc.
2099 Gateway Place, Suite 600
San Jose, CA 95110
Web: VeriFone.com

- Taxi Transportation Division:
Specializing in taxi technology and in vehicle credit card acceptance

VeriFone Transportation Systems, Inc.
37 – 03 21st Street
Long Island City, NY 11011

Fax: 212-364-5561
Office: (718) 752-1656 Ext. 228
Web: VeriFoneTS.com

Year established (Include former names and years established, if applicable);

- **VeriFone Transportation Systems Response:**

As it relates to Taxi technology: 26 years in taxi technology industry under Taxitronic, Metrometer and VeriFone Transportation Systems

Type of ownership and parent company, if applicable;

- **VeriFone Transportation Systems Response:**

VeriFone is a Public Company listed on NYSE under the stock symbol PAY

Manager who will be responsible for implementing the products and services for the company;

- **VeriFone Transportation Systems Response:**

The key contact for this initiative be Jeffrey Karasyk Vice President – Sales & Marketing
VeriFone Transportation Systems, Inc.

A complete listing of the VTS Management Team is on attachment B: VeriFone Transportation Management Team flow chart

Proof of financial solvency (e.g. company balance sheets for the previous year);

- **VeriFone Transportation Systems Response:**

See attachment C: VeriFone **Consolidated Statements of Operations (Non-GAAP)**

Core competencies of the company (briefly describe).

- **VeriFone Transportation Systems Response:**

VeriFone Transportation Systems, Inc. is a world leader in the automation of wireless transaction processing functions and services within the Vehicle For Hire Market. VeriFone Transportation Systems, Inc. was formed in 2005 between VeriFone Holdings, Inc. (NYSE:PAY) and TaxiTronic, Inc. The combined entity created under the parent company of VeriFone Holdings, Inc. merged the leading Vehicle for Hire automation systems developed by TaxiTronic for taximeters, AVL (Automated Vehicle Location), Dispatch, Trip Reporting, Fleet Management, Regulatory Compliance Management and Passenger Information systems, with VeriFone Holdings portfolio of secure payment systems and services. Note: As detailed within our introduction, VeriFone Transportation Systems, Inc. is now wholly owned by VeriFone Holdings, with key personnel from the previous entity remaining with the firm.

VeriFone: Corporate Profile

We are a leading global provider of technology that enables electronic payment transactions and value-added services at the point of sale. Since 1981, we have designed and marketed system solutions that facilitate the long-term shift toward electronic payment transactions and away from cash and checks. We have one of the leading electronic payment solutions brands and are one of the largest providers of electronic payment systems worldwide.

Our system solutions consist of point of sale electronic payment devices that run our proprietary operating systems, security and encryption software and certified payment software as well as third party, value-added applications. Our system solutions are able to process a wide range of payment types including signature and PIN-based debit cards, credit cards, contactless / radio frequency identification, or RFID, cards, smart cards, pre-paid gift and other stored-value cards, electronic bill payment, check authorization and conversion, signature capture and electronic benefits transfer, or EBT. Our proprietary architecture was the first to enable multiple value-added applications, such as gift card and loyalty card programs, healthcare insurance eligibility and time and attendance tracking, to reside on the same system without requiring recertification upon the addition of new applications. Today we are an industry leader in multi-application payment systems deployments.

Our customers are primarily global financial institutions, payment processors, petroleum companies, large retailers, government organizations and healthcare companies, as well as independent sales organizations, or ISOs. They choose our system solutions for their robust functionality, ability to be compatible with

previously deployed VeriFone system solutions, intuitive user interface and modular design. The functionality of our system solutions includes transaction security, connectivity, compliance with certification standards, as well as the flexibility to execute a variety of payment and non-payment applications on a single system solution.

Section 3.0 Reference Reviews

Please provide a detailed list of references showing your expertise and experience in providing the services requested. A minimum of three (3) references are required for this RFQ. References should include a brief project description, contact names, addresses, phone numbers and e-mail addresses for verification of previous products and services provided. 5

- **VeriFone Transportation Systems Response:**

The companies listed below all use similar or the same equipment that the RFQ is asking for as tier 1 & tier 2 solutions. Each company does in taxi wireless credit card acceptance and has the meter integrated with the PIM.

1. Number of cabs in fleet: 800 cabs

Frias Taxi Transportation
Mr. John Hickman
COO
5010 S Valley View Blvd
Las Vegas, NV 89118
Telephone: (702) 798-3400
Email: jhickman@lvcabs.com

2. Number of cabs in fleet: 185 cabs

Atlanta Checker
Rick Hewatt
President
563 Trabert Ave NW
Atlanta, GA 30309
Telephone: (404) 351-8255
Email: rickhewatt@atlantacheckercab.com

3. Number of cabs: 500 cabs

Shoib Hasan
Globe Taxi Service
4118 W Lawrence Ave
Chicago, IL 60630
Telephone: (773) 725-6200
Email: shoib@globetaxi.com

Section 4.0 Detailed Methodology

Based on the understanding of the Scope of Products and Services, the vendor should detail the methodology and processes they will use to implement the products and services for the Licensing. This should include:

4.1 A brief narrative delineating the general understanding of the products and services to be provided, and the approach proposed to complete the required work.

- **VeriFone Transportation Systems Response:**

VeriFone will provide in taxi credit card acceptance systems that will satisfies all the RFQ requirements for both system levels Tier 1 & Tier 2. Our taxi and credit card payment experience provides VeriFone the ability to offer the industry best solutions and our implementation of services and training programs complements the offering. Besides the in taxi credit card acceptance VeriFone includes a complete fleet management system that will enhance the drivers and the fleet's day to day operations at no extra cost to them.

Additional information on:

- eFleet is described in attachment D
- VeriFone Transportation System Brochure attachment E
- Credit Card compliance attachment F
- Schematic of system design Tier 1 Victory System attachment G
- Schematic of system design Tier 2 Passenger Information System attachment H

VeriFone Transportation System Taxi Solutions for Tier One: Victory System described on next page.

VeriFone Transportation System Taxi Solutions for Tier One: Victory System



Picture of VeriFone Victory System

The VeriFone in taxi Tier One solution is called the Victory System. The VeriFone solution is designed to be installed in either the front for driver operation or rear the preferred installation in the back for passenger access. We have found that the passenger installation to be the best solution as it relates to reduced fraud, higher driver tips, increased credit card traffic and overall passenger satisfaction.

The VeriFone system includes a dedicated handheld styled device designed specifically to meet the demanding environment of the taxi industry. The VeriFone Victory system is mounted directly in the taxi and utilizes VeriFone Transportation Systems eFleet taxi backend management system. It delivers a wealth of features that benefits the passenger, drivers and the fleet.

VeriFone Victory System:

The VeriFone Victory System provides the industry leading taxi credit card payment solutions, fleet management features and passenger friendly user interface in a durable compact handheld style device mounted directly into a taxi cab.

The VeriFone Victory includes a built in card swipe, printer, wireless modem, the latest PCI PED 2.0 and optional PCI PTS 3.0 requirements and even offers end-to-end encryption capabilities. Credit card transactions are approved and a receipt starts to print in an average of 3 seconds from the time the credit card is swiped.

The passengers experience is enhanced with an easy to use menu driven eye-catching graphical user interface, a large sharp 3.5" color display fits, an illuminating, blue backlit keypad that is spill resistance and ideal for low-lighting situations often found within the taxi environment. So day or night the passengers can use the Victory to pay for their taxi fares.

At the end of the ride the passenger or driver follow the payment screens. Below in tier 1 subset is a detail description of the payment screens. The only difference is that the driver or passenger has to enter the taxi meter fare amount as tier 1 solution the configuration for the Victory is not integrated or linked to the meter. The Victory is mounted directly into the cab.

o Sub-Set 1: Wireless credit card processing terminal in the rear passenger compartment

The VeriFone Victory integrated meter solution

As the leading provider of Passenger Information Monitors "PIM" the VeriFone Victory PIM has been designed to be integrated (linked) with the leading taxi meters. The VeriFone system incorporates the features being used daily in thousands and thousands of existing VeriFone Passenger Information Monitors. The Victory PIM will automatically go into the payment mode when the taxi driver times off the meter at the end of the ride. The passenger follows a few simple screens to complete the payment process. We have pictures of the process in our tier 2 response. The screens are similar but sized to fit the Victory smaller screen footprint.

Victory Credit Card payment screens

Screen 1: Payment Screen: Cash or Credit Card

- Screen will show taxi meter fare amount and the choice of two buttons to press one to pay by credit card or the other cash. If cash is selected the meter prints a

cash receipt and goes to the "Thanks You For Riding With Us" screen. If the passenger prefers to pay by credit card the following screens appear.

Screen 2: Credit card Tip screen

- The passenger is prompted to enter a tip for the driver if they wish to leave a gratuity. The Victory screen has 3 buttons each with a different tip option amounts.

Screen 3:

- The passenger is prompted to swipe their credit card.

Screen 4:

- In approximately 3 seconds the credit card is approved and receipts of the transaction are printed.

For record keeping the transaction details are stored on VeriFone's eFleet Taxi Management system. This system is accessible by the fleet, VIP and or the driver.

o Tier 2: Wireless credit card processing terminal with GPS tracking

• VeriFone Transportation Systems Response:



VeriFone Passenger Information Monitor

Tier 2: Wireless credit card processing terminal with GPS tracking

VTS Response:

VeriFone Transportation Systems Tier 2 Wireless credit card processing terminal with GPS tracking;

As the prominent global leader of taxi credit card Passenger Information Monitor (PIM) VeriFone offering includes a VeriFone 6 inch MX 870 PIM screen with a high sensitive GPS tracking receiver and wireless modem. This full feature system meets and exceeds all Tier 2 RFQ requirements and is seamlessly integrated with a taxi meter providing the industries best in taxi solution. In addition this VeriFone PIM solution is currently being used in major cities like NYC, Chicago, Boston, San Francisco and Miami.

The VeriFone tier 2 solutions for accepting credit cards in taxis provide a secure, easy to use process for passengers. The transaction process is automated and does not require driver intervention, and the passenger maintains control of his / her card throughout the entire process.

At the start of a ride the taxi drivers hires the meter which turns on the PIM display in the passenger compartment with touch screen capabilities enabling the passenger to

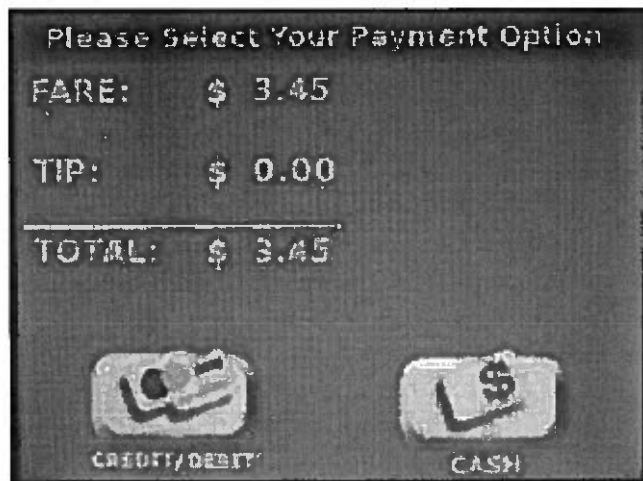
retrieve and enter desired information. To enhance the passenger's ride the screen will now provide advertising and media news content.

At the end of a trip, the system automatically interrupts any content being displayed on the monitor, and initiates the automated payment process. The passenger is guided through a series of very intuitive prompts to complete the transaction. The passenger can review the charges, which can include a break out of any toll. The passenger can also enter a tip of choice for the driver. At the initiation of the process, the passenger can also elect to simply pay cash. The following section describes and illustrates the passenger transaction process used for one of our current installations to demonstrate the ease of this process for the passenger:

Passenger Payment Process Example

Transactions generally take place in the following manner:

1. Driver goes in "Time OFF" or ("Pay") mode by pressing the T button on the taximeter.
2. Transaction control passes over to them PIM in the passenger compartment and the payment screen is displayed to the passengers, as shown in the screenshot below.



3. Passenger selects payment type.

Cash Fare Payments

When a passenger selects **cash payment**, the passenger is asked if they would like a receipt, as shown in the screenshot below.

Please Select Your Option Below

DO YOU NEED A RECEIPT?

<<BACK YES NO

If the passenger wants a receipt, they need to press **YES**. A receipt will be printed.

Credit Card Fare Payments

When a passenger selects the **credit card** payment type, the passenger is asked to add a tip and submit the payment, as shown in the screenshot below.

Please Select Tip Amount & Submit

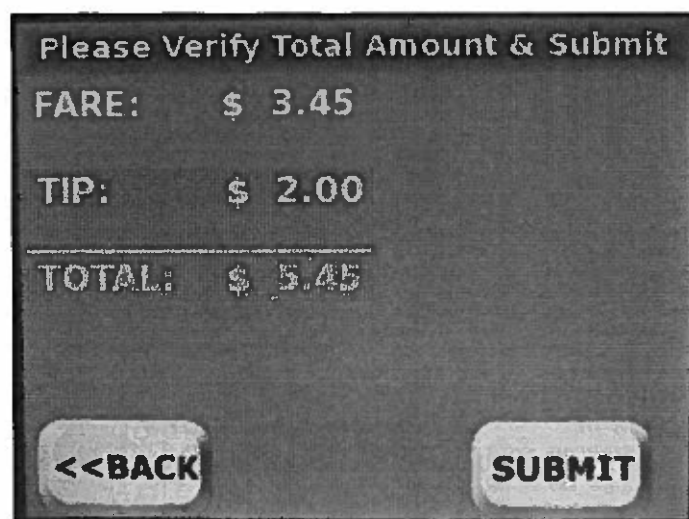
FARE:	\$ 3.45	\$ 2
TIP:	\$ 2.00	\$ 3
TOTAL:	\$ 5.45	OTHER
		CLEAR
<<BACK	SUBMIT	

The passenger can choose to enter as a tip either a percentage of the overall fare, or manually enter any "Other" tip amount they wish by pushing the **OTHER** button on the tip screen. This will display a numerical touch pad that the passenger can use to enter the tip amount, as shown below.



A screen titled "PLEASE ENTER TIP" with a numerical keypad. The keypad has buttons for digits 1 through 9, 0, and function buttons CLEAR and ENTER. Each digit button also has letters associated with it: 1 (QZ), 2 (ABC), 3 (DEF), 4 (GHI), 5 (JKL), 6 (MNO), 7 (PRS), 8 (TUV), 9 (WXYZ).

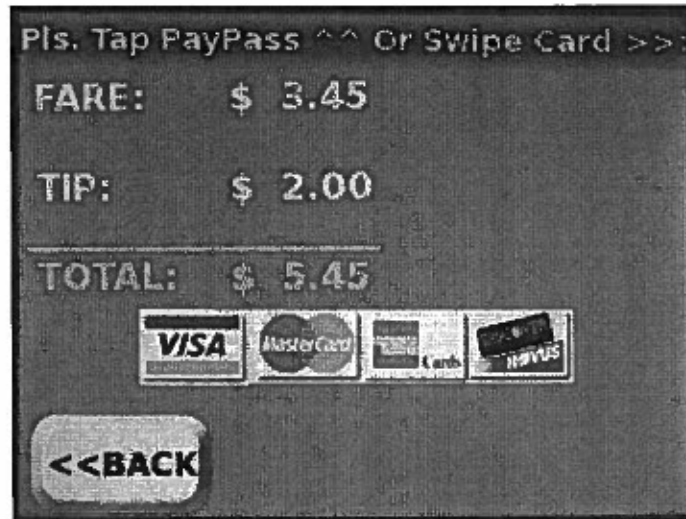
Once the passenger enters the tip amount and hits **ENTER**, they are asked to confirm the total payment and submit the total:



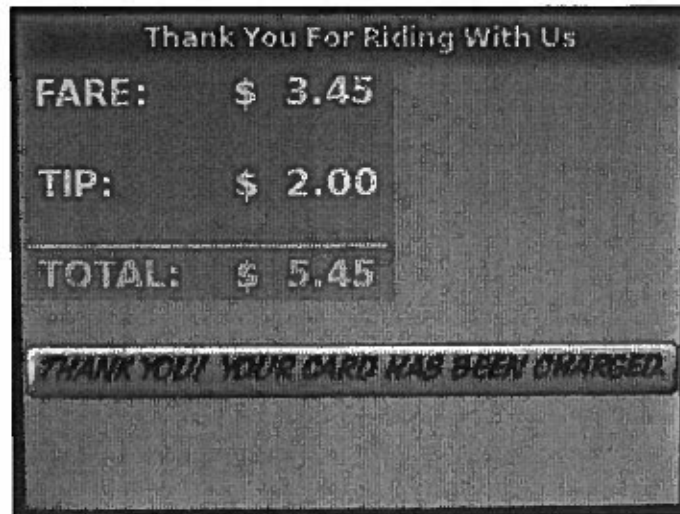
A screen titled "Please Verify Total Amount & Submit" showing a summary of charges. It lists "FARE: \$ 3.45", "TIP: \$ 2.00", and "TOTAL: \$ 5.45". At the bottom are two buttons: "<<BACK" and "SUBMIT".

Please Verify Total Amount & Submit	
FARE:	\$ 3.45
TIP:	\$ 2.00
<hr/>	
TOTAL:	\$ 5.45
<<BACK SUBMIT	

Once the passenger confirms and submits the total amount, the system asks them to swipe their credit card, as shown below:



When the Credit Card is approved, the passenger will see the following approval verification screen:



The transaction summary screen displays the total amount charged to the passenger's credit/debit card and reminds the passenger to take the receipt from the driver before leaving the vehicle.

4.2 A detailed description of how the vendor will satisfy each tier of "Scope of Products and Services" must be clearly addressed for the vendor to be preferred by Licensing, but a complete proposal need only satisfy at least one tier.

- **VeriFone Transportation Systems Response:**
Our products and services are design specifically for the taxi industry with over 80,000 cabs using out technology on a daily basis.
For both tier 1 & 2 VeriFone will utilize our proven deployment plan and training procedures to assure that the technology is installed properly. We then focus on the drivers and a fleet training to assure that everyone understands the features and benefits of the system they have. Each Tier has specific capabilities and the training will focus on what technology is included.

The following is an overview of our deployment process

Deployment Process Overview

Descriptions of VeriFone Transportations processes for managing projects, planning and submission of Design Review packages, quality and acceptance testing systems and associated deliverables are as follows:

Top-Level Introduction

VeriFone Transportation Systems utilizes a professional project management approach to ensure the success of deployments similar to those required for the District's project. This system includes elements of planning, and project management oversight in all of the following areas:

- Project Planning
- Requirements Management
- Quality Management
- Acceptance Testing
- Communications Management (Project)
- Training Management
- And Change Management

At the onset of the project, we will appoint to you a Project Manager who will operate as your single point of contact for all technical project issues, scheduling and certification of completion. The following sections describe our processes and the requirements for deliverables for this project:

Implementation Plan

We utilize the MS Project planning system for the preparation of supporting project planning documentation and WBS schedule publishing for all tasks. We ask that you identify the formats in which you would like information presented to the District for project plan documentation for PDR, FDR, and update deliverables and whether you prefer native MS Project files or PDF published documents.

Our baseline draft project plan will be prepared and presented to the District for review and modification as a part of our PDR package, with our final draft presented within the FDR package. (Please refer to PDR and FDR Package contents, following the section titled Project Management Processes).

Project Management Processes

Deploying our Systems and Support programs is a collaborative turnkey process. During this process, it's our job to provide guidelines, coordinate information and execute implementation, and provide support, interoperability interfaces, and training services according to a mutually agreeable timeline.

We will assign a project/deployment manager and supervisor resources to you for the duration of the program. We ask that you assign a liaison (contract manager) to us who has access to all key decision makers (which you have specified). From a top-level perspective, our management team will work directly with your contract manager and designated personnel in order to:

- Refine and document installation configurations for all vehicle types.
- Establish timelines and deployment criteria for the implementation of application / transaction / reporting interfaces.
- Prepare training and deployment documentation as required by your RFP and any follow-up requests or modifications as they may be determined.
- Prepare, install, test, and certify all elements of our proposed solution.
- Conduct operational and deployment training.
- Report to you on the status of any program element or issue on demand.

Our applied project strategy is based on the visualization of the project, the planning of the project, implementation of the project, and the successful closing of the deployment and systems implementation project.

At the detail level, we plan to implement methodologies that correspond with the following project management activities:

- **WBS Resource Planning:** Our Project Manager will conduct an analysis of all available resources, a work breakdown analysis, and will generate assignments with baselines to level against requirements and deployment timelines.
- **Detailed Schedule Publishing:** Our Project Manager will prepare a detailed project schedule that outlines WBS tasks, personnel assignments, Task Durations, Milestones, Cost Structures, and Reporting Tasks. Our standardized format and layout for project plans uses the Critical Path Method (CPM) in the form of a Gantt-style chart. We typically use Microsoft Project for these tasks.

- **Communication Management Planning:** Our Project Manager will prepare an effective communications plan that addresses the necessary communications requirements and meetings that occur during the project execution process. This ongoing process includes the development of agenda and meeting minute's templates as well as coordination with respect to gathering input from all extended team members.
- **Requirements Management Planning:** Our Project Manager will conduct top level planning to ensure that all project requirements are incorporated into the overall Requirements Management Plan.
- **Testing and Quality Assurance Planning:** Our Project Manager will conduct top level planning to ensure that all identified deliverables are incorporated into the overall Test and Quality Assurance Plan.
- **Training Planning:** Our Project Manager will conduct top level planning to ensure that all identified training deliverables are incorporated into the overall Training and Materials Development Plan.
- **Change Management Planning:** Our Project Manager will conduct top-level planning and situational analysis to ensure that all human risk factors are accommodated within overall Change Management and Communications plans.
- **Risk Management Planning:** Our Project Manager will conduct a risk analysis that encompasses all aspects of the project. This includes change management factors, risk assessments based on technical difficulty and environmental factors as well as budget constraint factors. This analysis will form the basis of our risk management guidance.
- **Development of Problem Reporting Formats and Planning:** Our Project Manager will work with your Contract Manager and individual Taxi Operators to develop problem reporting formats and procedures that are most conducive to the flow of information within the support environment. Our Project Manager will manage the problem reporting process along with our Requirements Management and Quality Assurance programs.
- **Development of Project Status Formats and Planning:** Our Project Manager will work with your Contract Manager and individual Taxi Operators to develop project status reports and procedures that are most conducive to the flow of within the deployment environment. Our Project Manager will manage the project status reporting process along with Requirements Management, Quality Assurance, and deployment activities.
- **Development of Project Evaluation Plans:** Our Project Manager will work with your Contract Manager and individual Medallion Owners to develop project success factors and project evaluation metrics. Our Project Manager will manage the project evaluation process as a component of Issues and Problem reporting and generate after action reports for each milestone achieved.
- **Management of Tracking and Reporting Process:** Our Project Manager is responsible for the maintenance of project information at all times and will always

be prepared to answer questions with facts, recommendations and candid analysis. Most importantly, our Project Manager and Lead team members can be reached at all times and are always accountable to you!

Our Project Manager will work with your Contract Manager and Project Owners to establish the most effective times and frequencies for conducting project management meetings. These meetings are designed to be efficient and productive, standard issue discussions include:

- √ Resources – Changes such as additions, deletions, and reassignments.
- √ Task Information – Changes that affect start or finish dates and durations.
- √ Status – Using graphical indicators to illustrate the project's performance.

Further, project meetings are designed to accommodate:

- √ A review of schedule modifications.
- √ A review and update of each component of the Project Plan.
- √ Analysis and action item identification for any changes Plan.
- √ A forum for raising and resolving issues and dependencies.
- √ A forum for tracking and managing project risks.
- √ A forum for discussing strategies for improvements.

Minutes of all project management meetings will be maintained and distributed to all participants for record keeping and issue tracking.

4.3 A detailed description of each piece of equipment that will be used to provide the products and services.

Section 5.0 MBE/WBE/VBE Participation

1. It is the policy of the City of Indianapolis that Minority Business Enterprises (MBEs), Women Business Enterprises (WBEs), and Veteran Business Enterprises (VBEs) shall have the maximum feasible opportunity to participate in the performance of contracts. Consequently, the City, through Article IV, sections 201-401 of the revised municipal code and Executive Order 5, 2008, has established MBE participation goals of 15%, WBE participation goals of 8%, and VBE participation goals of 3% for its dollars spent on public works, goods, and services.

- **VeriFone Transportation Systems Response:**

VeriFone participation goal is to partner with MBEs, WBE's and VBE's for various implementation tasks of our solution. Usually our partnerships with these enterprises are focused on Driver Training programs and Support solutions for the taxi industry. VeriFone will reach out to these Indianapolis based enterprises to establish the best partnership to support the MBE/WBE/VBE participation goals and delivery a level of service to compliment the entire offering.

2. Please check the appropriate category listed below for all that apply. (for record keeping purposes only)

Vendor is certified with the City of Indianapolis as a:
___ minority business enterprise

- ☐ women business enterprise
- ☐ veteran business enterprise

Section 6.0 Additional Information

Provide any additional information deemed necessary by the vendor.

- **VeriFone Transportation Systems Response:**

The VTS solution for accepting credit cards in taxis provides a secure, easy to use process for both passengers and drivers. The transaction process is automated and does not require driver intervention, and the passenger maintains control of his / her card throughout the entire process.

For our recommended configuration, the passenger compartment contains a Tier 2 MX870 payment terminal. This device also serves as the Passenger Information Monitor.

At the end of a trip, the system automatically interrupts any content being displayed on the monitor, and initiates the automated payment process. The passenger is guided through a series of very intuitive prompts to complete the transaction. The passenger can review the charges, which can include a break out of any toll fees (if appropriate, and which can also be automatically calculated based on GPS information during the trip). The passenger can also enter a tip of choice for the driver. At the initiation of the process, the passenger can also elect to simply pay cash. The following section describes and illustrates the passenger transaction process used for one of our current installations to demonstrate the ease of this process for the passenger:

Section 7.0 Cost Proposal/Budget

Vendor shall submit any and all cost and fee information in this section for each identified tier and subset for which the vendor is providing information. This includes but is not limited to the cost of the equipment and fees associated with credit card transaction processing and the continuing maintenance of the terminal.

- **VeriFone Transportation Systems Response:**

The cost proposal is design to eliminate the majority of the upfront costs to the drivers and fleets.

Agreement terms

- Minimum contract is for 36 months

Tier 1 –

- System description: VeriFone Victory System
- Base level –
 - \$24 monthly fee per cab
 - 1. Includes: technical support, wireless airtime, warranty support
 - Credit Card Processing:
 - 1. The client being the Cab Fleet or Driver is responsible for setting up Credit Card Merchant Account with VeriFone's recommend independent processor and is the merchant of record. The client is responsible for paying market value merchant, interchange fees and all merchant fees.
 - 2. A \$0.15 Transaction fee per credit card transaction for use of VTS network
- Sub level – Integration with existing Taxi Meter – same price
- Installation fee
 - No meter integration \$ 50 per cab
 - With meter integration \$ 75 per cab

Tier 2 –

- VeriFone MX screen for DIM or PIM systems
 - Includes: wireless modem, High sensitive GPS receiver, PCU, brackets, cables and antenna
 - Meter integration
 - \$40 monthly fee per cab
 - 1. Includes technical support, wireless airtime, warranty support
 - Credit Card Processing:
 - 3. The client being the Cab Fleet or Driver is responsible for setting up Credit Card Merchant Account with VeriFone's recommend independent processor and is the merchant of record. The client is responsible for paying market value merchant, interchange fees and all merchant fees.
 - 4. A \$0.15 Transaction fee per credit card transaction for use of VTS network
- Installation \$ 200 fee per cab

Closing Summary

VeriFone Transportation Systems, Inc. is a fully qualified vendor to meet the needs of the Taxicab Industry in Indianapolis. Our firm is the original innovator for the types of solutions you are exploring. Further, we have been centrally involved in the design and implementation of all major solutions deployed within the U.S. to date that are similar to your request. We continue to support these existing installations to this day.

Our goal is to provide the industry's leading best of breed solution offered by VTS, which is currently running in over 18,000 taxis, and to do so without the requirement for the District or Taxi Owners to make upfront investments to procure the equipment or back office software that drives our ITE solutions. VTS will retain industry standard fees for credit transaction processing, and will retain fees derived through advertising up until the point we recapture our investment, after which, we will share advertising revenue with the District.

The proposed solutions that we have identified through this RFQ are already in operation in other major taxi markets, and can be expeditiously deployed to support this initiative for the Indianapolis.

Finally, we believe your team will find VTS to be a highly proactive and concerned partner in this endeavor. We encourage your follow up questions to this RFQ submission and will be pleased to spend the time with you that may be required to ensure that the final design of this solution best meets the needs of all parties to this initiative.



The name your passengers know and trust

Transmittal letter

Mr. Robert Laughlin
Contract Manager
Department of Code Enforcement
1200 Madison Ave, Suite 100
Indianapolis, Indiana 46225

May 19, 2011

Mr. Laughlin,

We appreciate the opportunity to provide important information that will assist the City of Indianapolis Department of Code Enforcement Bureau of Licensing and Permit Services (Code Enforcement) in providing a proven industry tested, technically advanced system for taxi cabs to accept credit card payments wirelessly.

We recognize the complexity of your initiative and the importance of defining the right architecture and framework for the operation and sustainment of the technology you seek before you can make a tangible decision regarding implementation. In this regard, we encourage the Indianapolis Department of Code Enforcement Bureau of Licensing and Permit Services to leverage VeriFone Transportation System's vast experience in developing, patenting, designing, and deploying similar taxi enhancement solutions for other Government's, Taxi Industry Business Owners, and the riding public in New York, Philadelphia, Boston, San Francisco, Las Vegas, Chicago and other prominent municipalities. It is a matter of fact that VeriFone Transportation Systems has been directly involved, in the design and deployment of every major system of a similar nature deployed within the United States to date.

VeriFone Transportation Systems, Inc. is owned by VeriFone Holdings, LLC. The organization originally formed as a Joint Venture Corporation between TaxiTronic, a New York Corporation, and VeriFone in 2006 for the purpose of implementing the New York Taxi Technology Initiative Contract - 5P00198. Despite the fact that VeriFone Holdings now owns the prior JV Corporation, it is important to note that the TaxiTronic personnel, the original innovators of this type of technology, are still with, and are central to the operation of VeriFone Transportation Systems.

In addressing your Request for Qualifications, we have provided comprehensive responses to all of your requests that address not only our capabilities, but also the insights we've gained over the last 25 years while playing a central role in defining and creating the taxi automation industry. Beyond this response, we would encourage the Code Enforcement to reach out to VeriFone Transportation Systems for any clarifications, or additional information requests that you may develop as you consider all of the responses you've received. We will be pleased to address any such subsequent requests as you develop your intended strategy and implementation.



The name your passengers know and trust

To support the Code Enforcement throughout this process, I will be your primary point of contact – my contact information is provided in my signature block below.

The VeriFone team looks forward to providing all of the assistance we can as you develop this important initiative for the City of Indianapolis Taxi Industry and City of Indianapolis Department of Code Enforcement Bureau of Licensing and Permit Services.

Sincerely,

A handwritten signature in black ink, appearing to read "Jeffrey Karasyk". The signature is fluid and cursive, with a long horizontal stroke at the end.

Jeffrey Karasyk
Vice President – Sales & Marketing

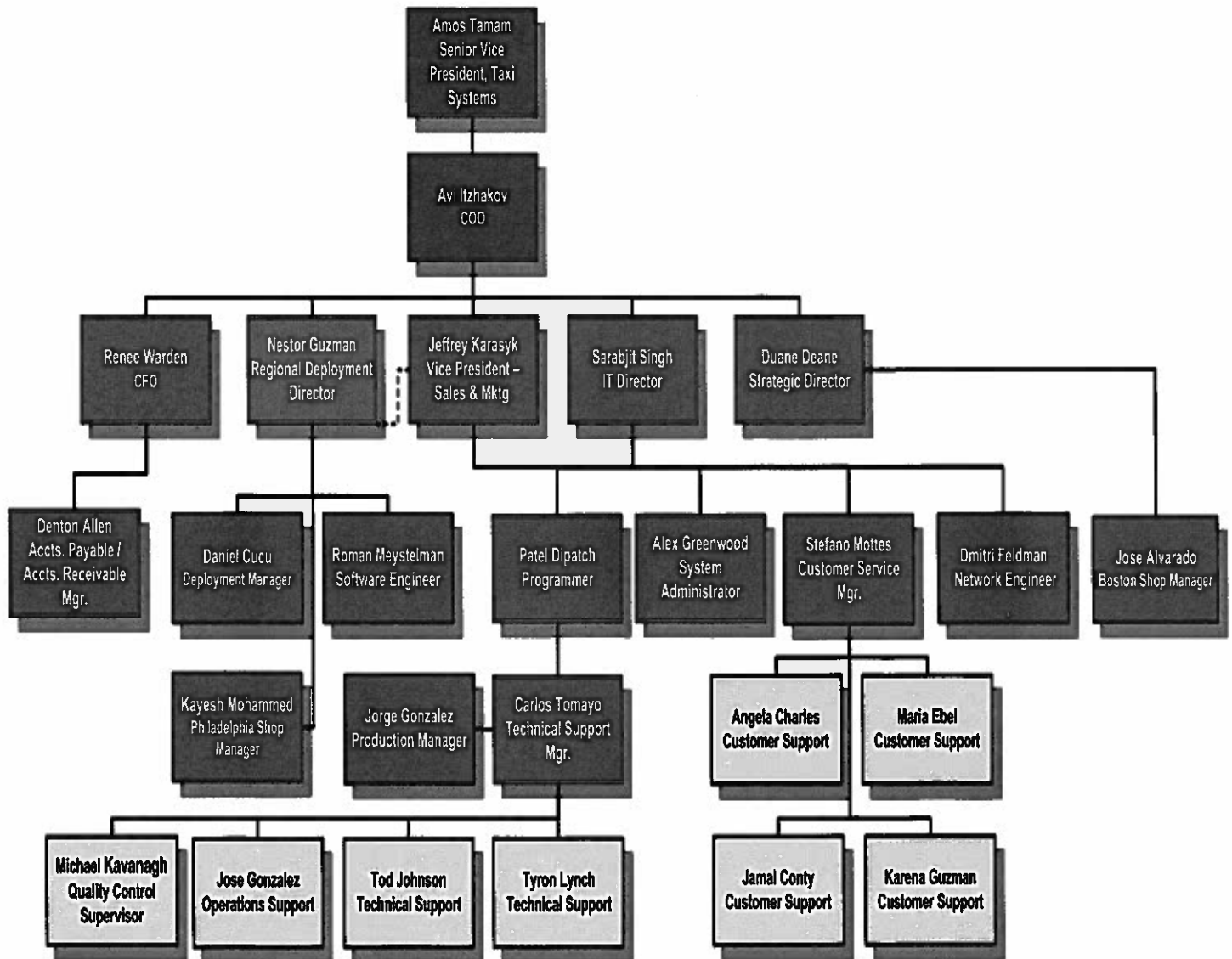
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37 – 03 21st Street
Long Island City, NY 11011

Fax: 212-364-5561
Office: (718) 752-1656 Ext. 228
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Email: Jeffrey_K1@VeriFone.Com
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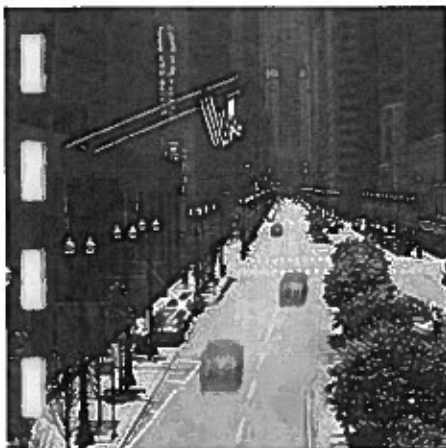
Organization

The following chart depicts the organization of VTS personnel that will be assigned to support any project that results from this RFQ



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With respect to any non-GAAP financial measures presented in the information, reconciliations of non-GAAP to GAAP financial measures may be found in Veritas's quarterly earnings release as filed with the Securities and Exchange Commission. Management uses non-GAAP financial measures to supplement GAAP financial measures and to provide additional information about Veritas's performance and to compare Veritas's current results with those for prior periods as well as to the results of peer companies. Three non-GAAP financial measures concern limitations and should be considered as a supplement to, and not a substitute for, or superior to, disclosures made in accordance with GAAP.



TAXiTRONiC
Leadership through Technology

VTS eFleet

Fleet Transaction Management & Operations Portal

PRODUCT INFORMATION SHEET

The VTS eFleet suite of applications delivers a robust set of online tools for the management of fleet information and assets.

The application is delivered securely across the Internet from the VTS eFleet host site.

The eFleet suite is designed to provide dispatch organizations with real-time fleet information on-demand. eFleet provides a zero footprint client that operates across any secured Internet connection - minimizing your need for costly infrastructure investment!

eFleet provides your total Fleet information and management system. eFleet instantly delivers real-time information on the status of vehicles, devices, locations and trip/fare activity. eFleet also provides powerful Group Messaging and task auto-scheduling features.

eFleet also enables a robust set of financial management tools for reconciling charge activities by bank, card type, driver and vehicle!

BENEFITS AT A GLANCE

- Fully integrates with on-board vehicle equipment to provide a real-time view of transactions and trips.
- Provides comprehensive transaction review and reconciliation tools.
- Enables fleet text messaging in real-time.



VeriFone.
Transportation Systems

(888) 829-4876

VTS eFleet

Fleet Transaction Management & Operations Portal



FEATURES

- eFleet is fully integrated with the OnQ Module suite - integrates functionality between core OnQ functionality while extending capabilities.
- Manage, locate, track and report on any fleet asset by vehicle, or device address.
- Full real-time trip log history by Start Date, End Date, Cab, Phone, Terminal ID, Num_Service, Fares Worked, Trips, Taxes, Total Amount, Total Tolls, and GPS Start and End Locations, among other search sorting criteria supported.
- Provides a total view of credit card transactions by device IP Number, Credit Card Type, Credit Card Number, Cab, Driver's Name, User ID, Charge Amount, Last 8 Digits of the Card Number, Job # or Batch # and Date Range.
- Provides financial tools for quick and easy Bank and Driver accounting reconciliation.
- Provides powerful group messaging and auto task scheduling features for fleet vehicles.
- Disable devices, for example, the meter remotely by vehicle, and by time of day to enforce standards and maintenance scheduling.
- Low cost of ownership - the VTS host site manages all of your data!
- Plus Much More!

TAXiTRONiC

Leadership through Technology

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BENEFITS

Provides the Industry's most comprehensive fleet management system with the lowest cost of ownership.

Enables and comprehensively automates all of the important fleet management tasks that you need to accomplish in order to be most successful.

Improves financial performance and provides greater control over your daily operations and ability to enforce fleet wide standards, procedures and financial arrangements.

No need to invest in costly infrastructure systems or database servers - VTS provides eFleet as a turnkey, remote hosted solution.

eFleet is intuitive and easy to use - which reduces your cost to train new personnel to assist your fleet management efforts!

GROUP MESSAGING SERVICE	
CAB:	<input type="text"/>
DRIVER ID:	<input type="text"/>
CLIENT NAME:	<input type="text"/> <input type="button" value="FIND"/>
GEOGRAPHICAL SEARCH (ADDRESS):	<input type="text"/> CITY: <input type="text"/>
MESSAGE TYPE:	NO ACK REQUIRED <input type="button" value="v"/>
PRIORITY:	NORMAL <input type="button" value="v"/>
MESSAGE:	<input type="text"/>
<input type="button" value="SELECT ALL"/> <input type="button" value="UNSELECT ALL"/>	

 **VeriFone.**
Transportation Systems

www.VeriFoneTS.com



VeriFone
The Name Your
Passengers Know & Trust

VeriFone is the World's leading provider of credit card solutions.
We provide a complete credit card solution for any size fleet.



VTS-PIM Advertising capable

- The Industry Leading Payment Solution Device
- Keep Your Meter – Integrates with meters from Pulsar, Centrodyne and TaxiTronic
- Fully automated with **Existing** Reservation and Dispatch Solutions
- Display Advertising and innovative Content from VTS partners; such as ABC, ESPN, People, Reuters, Zagat and more!



Victory

- Easy to use menu driven touch screens
- Keep Your Meter – Victory Integrates with the latest smart meters from Pulsar, Centrodyne and TaxiTronic
- No meter – Victory can be used as a stand-alone Credit Card Acceptance solution.
- Integrated Card Swipe, Card Reader, and Printer
- Fast and easy installation

**Both Systems Complete Credit Card Transactions in 3-5 Seconds,
Integrate with your Fleet Management Solution, and deposit funds
directly into your bank account, driver's account and/or debit card!**

Our transit automation innovations service some of the world's most demanding markets, including: New York, London, San Francisco, Philadelphia, Boston, Chicago, and more.

1.888.829.4876 EX 228

VTSSales@VeriFone.com
www.VeriFoneTS.com





VERIFONE TAXI SOLUTIONS

The Card Payment Security Leader

Commitment to Payment Security

VeriFone's global knowledge of payment security standards and certifications is unmatched. Our solutions continually evolve to incorporate industry best practices from around the world. We work continuously with banks, merchants (including fleet owners) and partners to combat fraud.

VeriFone platforms support the most stringent security standards, extending peace of mind to the point of sale. In fact, VeriFone conforms to industry standards and mandates often well before we are required to do so. VeriFone solutions help simplify compliance so our customers can stay focused on running their business.

In addition, VeriFone offers the most advanced data encryption technology available, VeriShield Protect. VeriShield Protect offers a significant improvement over current PCI DSS requirements, because those requirements do not address end-to-end data encryption of customer account information across the payment system. VeriShield Protect is a revolutionary improvement over current technology. Our patented process encrypts the card data from the moment the card is swiped all the way to the processor, eliminating cardholder data from a retailer's system before it ever enters POS applications, network or enterprise databases.

VeriFone's commitment to payment security is demonstrated in many ways:

PCI PTS Solutions

Dominating the payments industry, VeriFone offers a full suite of financial PCI PTS 2.x approved solutions.

EMV Solutions

VeriFone is building on our smart card leadership with powerful system solutions and peripherals that have received EMV Level 1 and Level 2 Type Approvals.

Member of the PCI Security Council Board of Advisors

VeriFone is the only secure PED payment technology vendor that sits on the PCI Security Standards Council.

Annual Retail Payments Security Conference

VeriFone hosts an annual conference dedicated to providing customers the most up-to-date information on payment security standards, including new payment technologies, trends and applications.

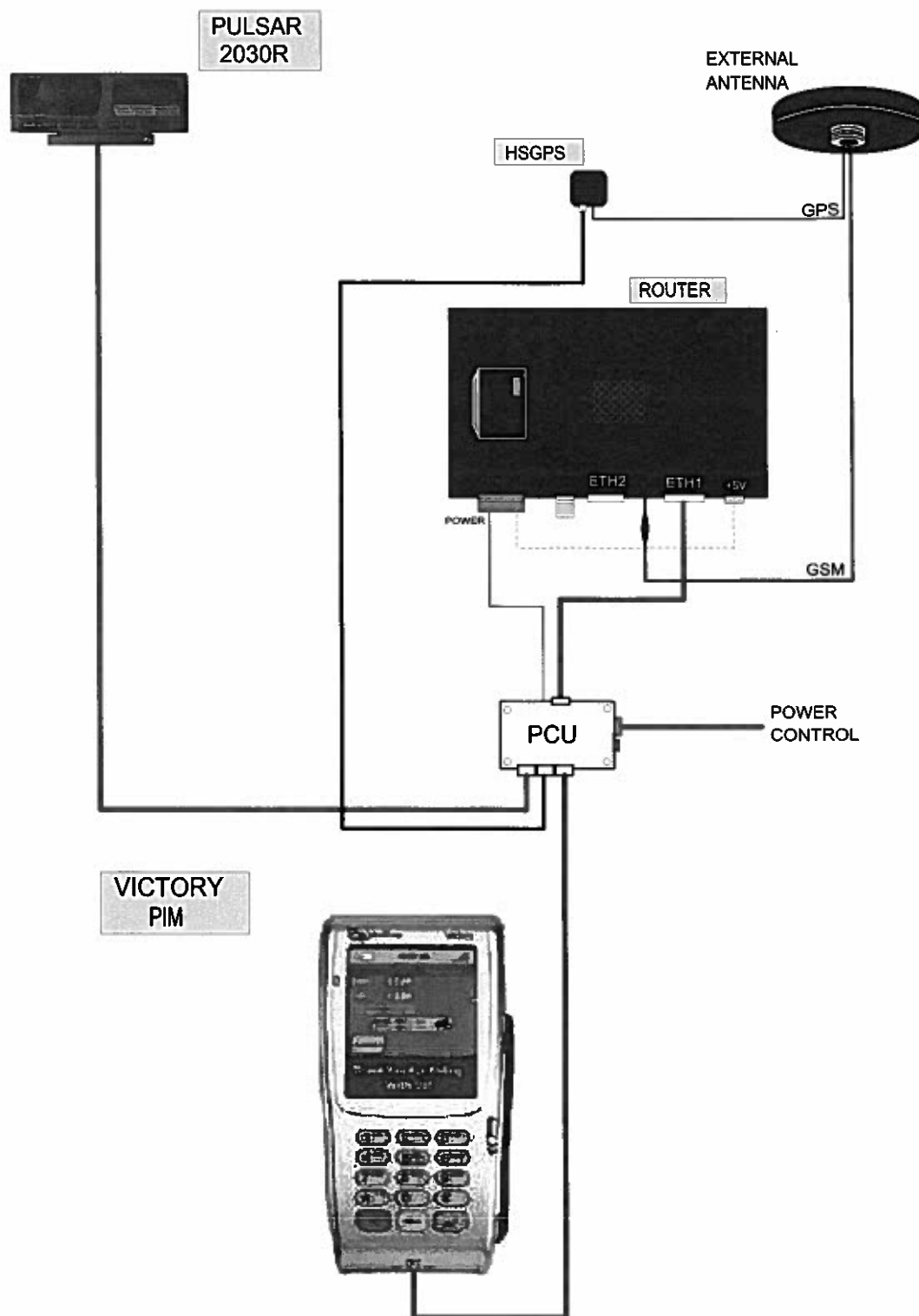
VeriFone's Own Payment Security Website

SecureRetailPayments.com is the place for the information you need to better understand what is required to fully protect cardholder data from compromise. Plus, you can register for a weekly email newsletter to stay up-to-date on what's happening in payment security.



www.VeriFone.com

VTS VICTORY PIM SYSTEM



VTS PIM SYSTEM

